WHAT IS CLAIMED IS:

1.  An information linking method in which:

a first terminal device receives or retrieves first content of interest rendered by media and sends first information to identify said first content, first target area selected to define a part or all of an object from said first content, and messages to a server equipment across a computer network; and

the server equipment receives said first information to identify said first content, said first target area selected, and said messages, generates information related to the object from the content from a part or all of said messages received, and interlinks and registers said first information to identify said first content, said first target area selected, and the information related to the object from the content into a database.

2.  An information linking method as recited in claim 1 wherein:

said server makes up a group of two or more terminal devices including said first terminal device and a second terminal device and sends said messages received to one or more terminal devices including said second terminal

device, belonging to said group, across the computer network; and

said second terminal device receives and outputs said messages.

3. An information linking method as recited in claim 1 wherein:

said server registers advertising keywords and advertising information specified or requested by an advertiser into the database, determines whether said advertising keywords are linked with said information related to the object from the content, and sends said advertising information to terminal devices across the computer network when it has been determined that at least one of said advertising keywords is linked with said information related to the object from the content; and

the terminal devices receive and output the advertising information.

4. A terminal device comprising means for inputting content of interest rendered by media; means for obtaining information to identify the content; means for obtaining target area selected; means for inputting messages; means for transmitting said information to identify the content, said target area selected, and the messages across a

computer network; means for receiving and outputting information related to an object from the content across the computer network; and means for displaying said content of interest on which the object is identifiable within said target area selected and the information related to the object, wherein linking of the object and the information is intelligible.

5. A server equipment comprising means for receiving first information to identify content of interest, first target area selected, and messages transmitted from a first terminal device across a computer network; means for generating information related to an object from the content from a part or all of the messages; means for interlinking and storing said first information to identify content of interest, said first target area selected, said messages, and said information related to an object from the content into a database; means for receiving and storing a set of second information to identify content of interest and second target area selected, transmitted from a second terminal device across the computer network, into the database; matching means for matching said first and second information to identify content of interest and said first and second target areas selected; and means for sending said messages and/or said information related to an object from

the content to said second terminal device across the
computer network if matching for both couples is verified
as the result of the matching.

6.  A server equipment as recited in claim 5 further
comprising means for registering advertising keywords and
advertising information specified or requested by an
advertiser into a database; means for determining whether
said advertising keywords are linked with said information
related to an object from the content; and means for sending
said advertising information to said first or second
terminal device across the computer network when it has been
determined that at least one of said advertising keywords
is linked with said information related to an object from
the content.

7.  A server equipment as recited in claim 6 further
comprising marketing information analysis means for
generating marketing information, based on statistics
obtained from any of said first information to identify
content of interest, said first target area selected, said
messages, said information related to an object from the
content, said second information to identify content of
interest, said second target area selected, and said

advertising keywords, or any combination of a plurality of items thereof.

8. A server equipment as recited in claim 7, wherein said advertising keywords include nouns including, at least, the name of an article of trade, and the name of one of various types of utensils, the name of a person, the name of an institution, and the name of a district such as a city; proper nouns; verbs that express an act, occurrence, or mode of being; adjectives; pronouns; and combinations thereof, i.e., compounds, phrases, and sentences.